

Skirts and Blouses

skirt of lightweight serge any of new spring ma used with different making a change in the Though skirts of plain the season checks, stripes and mixtures are employed on the

appearing skirts emphathe slender hip line are very

Many novel effects in slight and pleats of various kinds The pleats, which give freedom in walking, are either flat, or tacked down and flare panels both back and pleated panels with the half way down, are

orter skirt as more convenient day wear. The new skirts

used lavishly oblong, oval or ball tions, ivory buttons, Self buttons, ivory buttons, tons, and all sorts of fancy ball buttons all the way left side of the skirt joined

ops of the material. er skirt has a row of buttons of the kick pleats back and Simplicity, but often elegant

simplicity, is a striking cheteristic of the new blouses.

The new waists are full-lack and front than those of previous asons, and truly 'blousy.' often lying a negligee appearance. The loogffeets suit and two waists to every a be remarkably well dressed to the striking cheteristic of the new blouses.

The new waists are full-lack and front to those of previous asons, and truly 'blousy.' often lying a negligee appearance. The loogffeets are especially comfortable i warm weather. Another cause for joicing gerie waists of voile, batiste and erepe

Dear Madam:

I find pleasurin announcing the the very latest novelis in materials and designs for the

Spring and Sumer Season 1913

have now arrived, and I herewith extend a cordial invitation o you to call and in-

Yours resignfully,

L. A. Pauloo LADIES' TAILOR 707 McIntye Building

SEGIL SAMPLE STORE 38 SOUTH MAIN STREET



TURES, etc. Notably in the gathering are the Montenegrin and Bulgarian trimmed suits—and the it's a style array positively without precedent at the price—and his right at the gateway of a season—Come—and come early—there but one style of a kind—Barly selection is deci dedly to your advantage—Nover before in Salt Lake City such values at \$14.95

ANOTHER SHIPMENT OF MOSE

soft-finish taffeta and messaline silks—Conditions of our purchase permit of extraordinary value giving at

Segil Sample Store, 38 So. Min St.

in plain and fancy effects, are nearly are shown on the latest models with to very stout persons. The Medici all trimmed with a contrasting color, the button holes worked in contrasting collar is taking the place in some broideric blouses.

which is introduced either in the hand embroidery, or in the collar and cuffs and small vests. Ratine and colored picot edge voile are used on white waists to a marked degree.

The new waists are identified by the square yoke back and front. The little fancy vests, the low set in sleeves, the extra fullness back and front, and the full length or three-quarter sleeves with deep cuffs. Black silk collars and cuffs are used on the white waists. These, of course, are made attachable. Crochet crystal round or oblong, peal buttons in white and colors and amber buttons

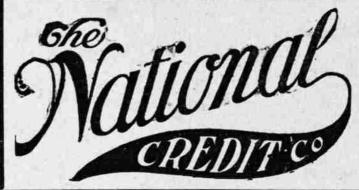
OUR NEW DEPARTMENT

Women's Shoes

BUY ON CREDIT AT CASH PRICES

OPENING TOMORROW OF OUR WOMEN'S SHOE DEPARTMENT, introduring the very best makes at popular prices. The season's latest and most advanced styles and leathers. Pleasing

YOUR CREDIT IS GOOD!



Everything That Men and Women Wear

Sold on Credit at Cash Prices

Selection is offered from new spring and Easter assortments now at the very high-est point of completeness. There's noth-ing to be gained by postponing your Easter purchasing until later. Come, let

YOUR CREDIT IS GOOD!

To Make Choosing NOW Unusually Easy—You Have Only to Take Advantage of "The National's" Liberal Credit Service. Here's Variety—Here's Assortment—Here's Style—Here's Value -Here's Credit.

Let Your Easter Outfit

Start Your Account

With Us Tomorrow

Our Elegant and Extensive

Early Easter Displays of MILLINERY, SUITS

and Ready-to-Wear Apparel Sold on Credit at Cash Prices Makes Early Selection Irresistible—Don't Delay Choosing—Come Tomorrow—WELCOME.

YES--YOUR CREDIT IS GOOD--

as Good as Cash at "The National"

Buy now-Pay Later-and pay on the most convenient, liberal terms—And you pay no more for our credit accommodations than you do when paying cash. "The National's" Credit Service is perfected to the Highest Point of HELPFULNESS TO YOUthrough 10 years of the Most Successful Credit Business in Salt Lake City.

Our Extensive Display of Apparel for Men Is a Big Ciothing Store All by Itself:

Men's New SPRING HATS Men's New SPRING SUITS Men's New SPRING SHOES

MEN'S NEW FURNISHINGS

Buy on Credit at Cash Prices

Special Tomorrow!

Any Women's Skirt

in the Store at

Your choice of our entire assortments of Women's

Skirts-including the newest and cleverest Spring arrivals-regardless of cost or former price-at Your Credit Is Good

Hair Goods and Switches

Buy on Credit at Cash Prices

Complete in every detail is our new hair goods department and your attention is especially directed to the values. Buy on credit at cash prices.

The National Credit Co.

Women's Men's and Apparel Sold on Credit at Cash Prices.

OUR NUMBER:

"JUST A MINUTE FROM BROADWAY."

The National Credit Co.

Men's Women's and Apparel sold on Credit at Cash Prices.